

Arizona County Lodging Indicators										
County	Occupancy Rate		ADR		RevPAR		Room Demand		Room Supply	
	Sept 2007	% Change	Sept 2007	% Change	Sept 2007	% Change	Sept 2007	% Change	Sept 2007	% Change
Apache County	70.2%	0.6%	\$77.65	4.9%	\$54.53	5.5%	20,900	2.1%	29,760	1.5%
Cochise County	66.6%	11.9%	\$62.35	11.3%	\$41.55	24.6%	54,016	21.8%	81,060	8.8%
Coconino County	80.7%	2.7%	\$87.19	6.4%	\$70.33	9.2%	254,160	2.3%	315,090	-0.4%
Gila County	67.6%	6.1%	\$75.37	9.5%	\$50.95	16.2%	21,804	6.1%	32,250	0.0%
Graham County	77.4%	12.8%	\$73.22	12.6%	\$56.69	27.0%	8,756	12.8%	11,310	0.0%
Greenlee County	N/A		N/A		N/A		N/A		N/A	
La Paz County	N/A		N/A		N/A		N/A		N/A	
Maricopa County	60.8%	-2.3%	\$105.60	5.5%	\$64.17	3.2%	922,198	-2.1%	1,517,460	0.1%
Mohave County	59.1%	0.9%	\$72.52	0.1%	\$42.86	0.9%	75,288	0.1%	127,380	-0.7%
Navajo County	72.3%	2.6%	\$67.68	4.3%	\$48.91	6.9%	70,187	2.5%	97,110	0.0%
Pima County	59.2%	-3.3%	\$87.58	6.2%	\$51.81	2.6%	271,770	-2.5%	459,360	1.0%
Pinal County	55.6%	-3.1%	\$65.91	5.5%	\$36.66	2.2%	24,298	0.0%	43,680	3.2%
Santa Cruz County	63.2%	2.9%	\$71.40	2.8%	\$45.11	5.7%	18,176	2.9%	28,770	0.0%
Yavapai County	68.2%	-2.3%	\$126.69	10.0%	\$86.46	7.5%	94,344	-0.2%	138,240	2.1%
Yuma County	61.2%	-25.0%	\$74.72	3.4%	\$45.71	-22.5%	50,630	-22.5%	82,770	3.4%

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County	Occupancy Rate		ADR		RevPAR		Room Demand		Room Supply	
	2007 YTD	% Change	2007 YTD	% Change	2007 YTD	% Change	2007 YTD	% Change	2007 YTD	% Change
Apache County	61.6%	3.7%	\$71.98	6.6%	\$44.36	10.5%	166,881	5.3%	270,816	1.5%
Cochise County	75.6%	12.2%	\$62.61	9.5%	\$47.36	22.8%	538,055	16.5%	711,295	3.8%
Coconino County	68.6%	3.0%	\$84.29	6.8%	\$57.84	10.1%	1,945,997	3.1%	2,835,698	0.0%
Gila County	73.4%	10.9%	\$71.02	9.2%	\$52.14	21.0%	215,458	10.8%	293,475	0.0%
Graham County	81.1%	13.4%	\$71.69	11.1%	\$58.11	25.9%	83,422	13.4%	102,921	0.0%
Greenlee County	N/A		N/A		N/A		N/A		N/A	
La Paz County	N/A		N/A		N/A		N/A		N/A	
Maricopa County	68.3%	-1.2%	\$122.43	7.2%	\$83.66	6.0%	9,509,416	-1.6%	13,916,056	-0.4%
Mohave County	59.6%	-3.4%	\$73.19	4.6%	\$43.63	1.1%	691,100	-3.0%	1,159,158	0.3%
Navajo County	64.9%	5.9%	\$63.29	4.7%	\$41.08	10.9%	573,657	5.9%	883,701	0.0%
Pima County	68.5%	-0.4%	\$102.03	8.7%	\$69.89	8.2%	2,837,203	-1.5%	4,141,783	-1.1%
Pinal County	66.6%	0.3%	\$76.44	5.2%	\$50.88	5.4%	264,555	3.4%	397,488	3.2%
Santa Cruz County	71.9%	2.6%	\$72.22	8.7%	\$51.92	11.4%	188,242	5.7%	261,807	3.1%
Yavapai County	68.8%	-0.6%	\$120.58	9.8%	\$82.97	9.1%	849,815	-0.2%	1,234,965	0.4%
Yuma County	68.3%	-5.4%	\$77.42	8.4%	\$52.86	2.4%	508,726	-3.4%	745,107	2.3%

n/a= not available

\* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.